

An elderly couple is shown in a circular frame, looking at a document together. The man is on the left, wearing a blue and white striped shirt, and the woman is on the right, wearing a light-colored top. They are both looking down at a large sheet of paper held by the woman. The background is a bright, out-of-focus indoor setting with a window.

An information and advice strategy for Surrey

This strategy is designed for all key agencies working in health and social care including the voluntary, community and faith sector who provide information or signpost residents to care and support

Context

‘Information and advice is fundamental to enabling people, carers and families to take control of, and make well-informed choices about, their care and support and how they fund it. Not only does information and advice help to promote people’s wellbeing by increasing their ability to exercise choice and control, it is also a vital component of preventing or delaying people’s need for care and support’. **Clause 3.1 Care Act 2014**

Offering universal information and advice about care and support is a joint responsibility and legal duty of health and care agencies. The local authority has a coordinating role

Compliance with the NHS Accessible Information Standard is required by 31 July 2016

Vision

Surrey residents can easily and consistently access high quality information and advice about care and support, when and where they need it, in a format preferred by them

Residents receive a good quality of service that is person-centered and holistic and improves their wellbeing, independence and safety

Principles

Embedding an effective information and advice service in preventative pathways is critical to reducing demand on the local care system

There is 'no wrong door' to access information and advice

All agencies commit to work together to improve the local offer to residents and invest in gaps and priority areas

Agencies acknowledge residents' legal right to receive good information and advice where and when they need it, particularly at key trigger points and in particular environments

Agencies must review their own resources and processes in relation to accessible information provision and signposting, and training

Resident/GP Practice Insight

Self funder research

- 69% of residents cite GPs as first source for information about care and support, followed by online and then the county council
- 95% have not sought independent financial advice about paying for care
- 37% had not discussed planning for care with their families, partners or friends
- 37% of respondents were not confident they would be able to meet costs of future care and support

GP Audit

- Barriers in information provision in GPs due to out of date information (17%), too much information (11%), not knowing about local support (11%)
- 33% of GP practice managers interested in social prescribing models
- 61% of surgeries expressed an interest in finding out about training re: the Care Act 2014
- 56% of GP practice managers agreed to use Surrey Information Point
- 61% of GPs had an accessible information policy
- 44% of GPs were aware of the NHS Accessible Information Standard
- 72% of GPs did not have a hearing loop in the doctors' rooms
- 80% of respondents who produced patient newsletters agreed to include social care content
- 75% of respondents who had TV screens agreed to include adult social care content

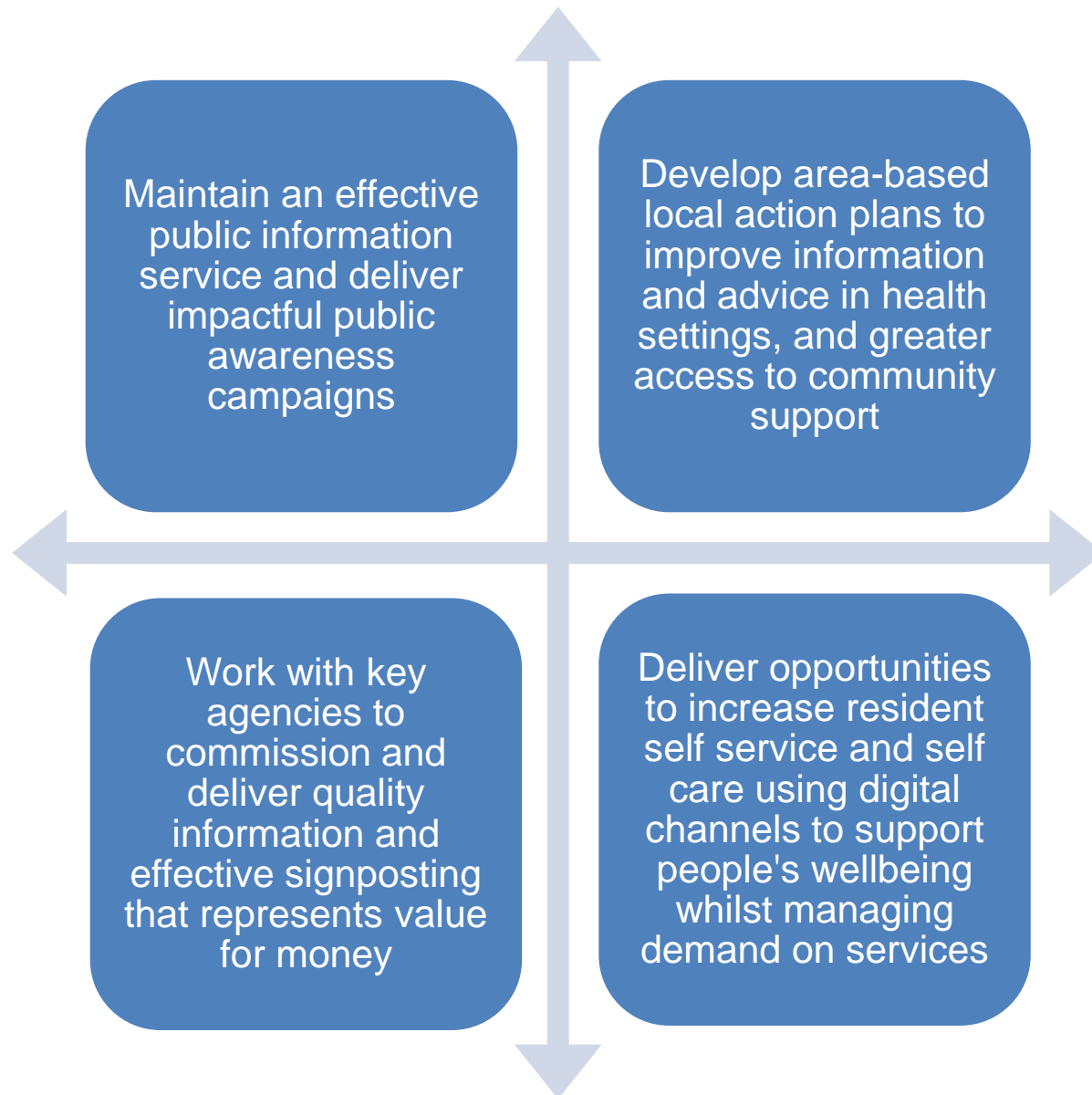
Quality Assurance Framework

- 74% of people who use Surrey County Council services found it easy to find information about services
- The Adult Social Care helpline handled 35,000 enquiries in 2015-16. The top enquiries were: preventative services, care home and home care provider information
- Almost 18,000 people accessed the Information Hubs, almost 6,000 received support from the universal welfare benefits service, over 4,000 enquiries were made from the countywide Age UK Surrey information service
- 75% of carers said the council awareness campaign would encourage them to register with their GP and/or seek advice; Just over 70% of older people, and over 80% of friends and family, found the council's information and advice campaign informative.

National data

- Over 75% of adults use the internet every day. (ONS 2015)
- Age UK reports modern technology has many benefits to the over 55s. 86% said being online had improved their lives. It had helped them to feel part of modern society (81%), save money (82%), feel less isolated (72%) and keep better in touch with friends and family (57%).
- 50% of people aged 55-64 now use a smartphone (Ofcom).
- However, 88% of people who have never used the internet are over 55.

Refreshed approach 2016-2020



Implementation Plan 2016/17

Maintain an effective public information service and deliver impactful public awareness campaigns

- Update existing county council leaflets for residents and carers
- Develop new information for young people with disabilities, direct payments, information governance, care and support options, safeguarding
- Introduce new distribution process for dissemination of SCC public information
- Deliver public awareness campaigns for safeguarding, access to information and advice targeted at friends and family, Get Online Week in October, signpost wealthier residents to independent financial advice
- Learn from campaign evaluations
- Work with partner agencies on wider health and wellbeing campaigns and accessible information
- Manage a programme of audits to assess quality of service/s

Develop area-based local action plans to improve information and advice in health settings, and greater access to community support

- Work with the six clinical commissioning groups to review information and signposting in each area and develop plans to improve the offer to local people. This will include reviewing processes with integrated care services, at hospital discharge and through GP surgeries and extends beyond the population focus of older, frail people. It will also review the accessibility of information as required by the NHS Accessible Information Standard
- Review social prescribing type models in each area for effective signposting
- Ensure health staff are aware of key local community support resources and signpost residents appropriately
- Work with Sustainable Transformation Plans to inform residents of changes to services (over five year period)

Work with key agencies to commission and deliver quality information and effective signposting that represents value for money

- Manage county council information and advice contracts to meet specifications and target outcomes and represent value for money
- Jointly review local commissioning arrangements for information and advice services with clinical commissioning groups and local councils to ensure effective investment, reduced duplication and maximising local outcomes for residents, families and carers
- Continue to promote and develop resources and access to training to improve consistency and quality of information provision and signposting to residents, carers and families
- Jointly host an Information Summit with health partners to support providers and staff to deliver a better local information and advice service

Deliver opportunities to increase resident self service and self care using digital channels to support people's wellbeing whilst managing demand on services

- Implement the Adult Social Care and Public Health digital communications strategy
- Work with range of partners to help residents access information and support they need online
- Promote Get Online Week in October 2016 with a range of partners
- Work with health and local council partners to promote self care and access to preventative services using technology
- Use more digital content in owned and partner channels and through social media to communicate key messages to residents